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*Powering your business with our naturals & synthetics*

**PRESS RELEASE**

**May 1, 2019**

### **INFINITEE USA SHOWCASES TWO NEW PRODUCTS AT NYSCC EVENT**

**INFINITEE USA** showcases two very important ingredients for Personal Care Products - **INFIN Guard EHG & INFIN Surf GMS** - at its inaugural showcase at the NYSCC Suppliers' Day 2019 event at the Javits Center on May 7 & 8, 2019. **INFIN Guard EHG and INFIN Surf GMS** are top-of-the-line ingredients that can add value to Personal Care applications

**INFIN Guard EHG** is **Ethylhexyl Glycerin** which is a multifunctional cosmetic ingredient. It is a Preservative produced from Natural Glycerin and is also a Deodorizer & Skin Conditioning Agent. It is effective in a wide pH range and compatible with all commonly used cosmetic ingredients. It enhances the efficacy of traditional preservatives and acts as an antimicrobial stabilizer. It is very effective against odor causing gram positive bacteria and is widely used in skin care & hair care products, deodorants and cosmetic products.

**INFIN Surf GMS (Glyceryl Monostearate, Non-Self Emulsifying)** is a vegetable based emulsifier which is widely used as O/W emulsifier, stabilizer, opacifier, emollient & bodying agent in many personal care products. It is stable and active over a broad pH range. **INFINITEE USA** offers **INFIN Surf GMS** as well as **INFIN Surf GMS LG** which has low free glycerin of < 1% and a Self-Emulsifying GMS - **INFIN SURF GMS SE**.

Visit Booth 775 to learn more about these offerings.

#### **About INFINITEE USA**

INFINITEE USA is based out of New Jersey and is in the business of providing specialty products primarily for the **Personal and Home Care** industries for North and South American markets. INFINITEE USA also offers a wide range of ingredients for industrial and institutional cleaning as well as leather processing ingredients. INFINITEE USA grows out of deep connections, international industry knowledge and has a global network of suppliers and customers. INFINITEE USA not only offers value-added novel synthetics that bring in efficiency in product production processes because of the specialty nature and unique applications of the ingredients, but also proffers natural and biodegradable applications that are good for the environment.

INFINITEE USA is part of the INFINITEE Group of Companies. INFINITEE INDIA Naturals & Synthetics Pvt. Ltd. offers personal care, home care and pharmaceutical ingredients at economical prices for global markets. INFINITEE Business Advisory Services, offered by both INFINITEE USA and INFINITEE India, provide step by step guidance to client companies in Strategy Formulation, Business Development, Branding, ISO certification, Sustainability Sales Effectiveness, and Operational Excellence.

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